

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

July 15, 2003

Date of Deposit

Joseph W. Flerlage, Reg. No. 52,897

Name of Applicant, Assignee or
Registered Representative

J W F

Signature

July 15, 2003

Date of Signature

Our Case No.: 11964/3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Vahé Sisserian

Serial No.: To Be Assigned

Filing Date: July 15, 2003

For: ADVERTISING SYSTEM FOR
PROVIDING A MESSAGE AT
POINT OF PURCHASE LOCATION

Examiner:

Group Art Unit No.:

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and

made of record. Copies of the listed documents required by 37 C.F.R. § 1.98(a)(2) are enclosed for the convenience of the Examiner.

The references now cited are the following:

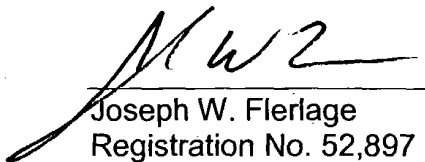
No.	Date	Name
US 2001/0012344 A1	08/09/2001	Kwon
US 2001/0034651 A1	10/25/2001	Marks et al.
US 2002/0069106 A1	06/06/2002	Shopsowitz
US 2002/0077906 A1	06/20/2002	Remler
US 2002/0084647 A1	07/04/2002	Mitchell
US 2002/0161644 A1	10/31/2002	Duffield
US 2002/0174012 A1	11/21/2002	Litwin
US 6,340,179 B2	01/22/2002	Mitchell
US 6,374,228 B1	04/16/2002	Litwin

In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement, however, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

Applicant(s) respectfully request that the listed documents be made of record in
the present case.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "JWF", is written over a horizontal line.

Joseph W. Flerlage
Registration No. 52,897
Attorney for Applicant(s)

BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, IL 60610
(312) 321-4200

FORM PTO-1449	SERIAL NO. To Be Assigned	CASE NO. 11964/3
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE July 15, 2003	GROUP ART UNIT
APPLICANT(S): Vahé Sisserian		

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	US 2001/0012344 A1	08/09/2001	Kwon		
	A2	US 2001/0034651 A1	10/25/2001	Marks et al.		
	A3	US 2002/0069106 A1	06/06/2002	Shopsowitz		
	A4	US 2002/0077906 A1	06/20/2002	Remler		
	A5	US 2002/0084647 A1	07/04/2002	Mitchell		
	A6	US 2002/0161644 A1	10/31/2002	Duffield		
	A7	US 2002/0174012 A1	11/21/2002	Litwin		
	A8	US 6,340,179 B2	01/22/2002	Mitchell		
	A9	US 6,374,228 B1	04/16/2002	Litwin		
	A10					
	A11					
	A12					
	A13					

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
	A14					
	A15					
	A16					
	A17					
	A18					

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small>					
	A19					
	A20					
	A21					
	A22					
	A23					
	A24					

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.